CASE STUDY 03 / PERSONAL-BRAND BUSINESS, WELLNESS SECTOR

Concept to launch-ready

Positioning, identity, website, funnel, email lifecycle, publishing infrastructure, community design and a design system. The entire stack for one brand, built before launch.

8	3	4	1
SYSTEMS BUILT	VERTICALS UNIFIED	EMAIL SEQUENCES	ANCHOR BRAND

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THE BRIEF

A person with three audiences and no brand holding them together

The client had genuine standing in wellness, in entrepreneurship and in youth empowerment, and was addressing all three as if they were separate careers. A book series was coming. **The work was to establish one anchor brand those three verticals could sit under, and then build every piece of infrastructure a launch would need behind it.**

CONSTRAINT 01

Pre-launch, everything

No site, no list, no funnel, no published book. Every system had to be designed from zero rather than improved.

CONSTRAINT 02

One voice, three subjects

The verticals could not read as three brands wearing the same face. They needed a shared centre.

CONSTRAINT 03

Built for a launch not yet scheduled

The architecture had to hold whenever the book landed, not assume a date.

SCOPE

The whole stack, owned end to end

01
Positioning
Master Brand Identity Framework: positioning, voice, messaging, narrative, brand architecture.

02
Identity
Olive and blush palette, editorial serif wordmark, scanned-paper texture, cut-out portrait treatment.

03
Website
Built and designed on Systeme.io: home, articles, about, custom hero sections, navigation.

04
Funnel
Customer journey mapped discovery to community, with the lead-generation framework built on it.

05
Email
Full lifecycle: welcome, nurture, launch, post-purchase, with tagging and segmentation.

06
Publishing
Amazon KDP setup, category and book SEO research, review-acquisition system, QR pathways.

07
Community
Member space designed with onboarding flows and engagement frameworks built for retention.

08
Design system
Palette, typography, platform specs, social templates, email standards, asset roadmap.

BRAND ARCHITECTURE

One anchor brand, three verticals underneath it

Rather than splitting into three presences, the client became the anchor and the verticals became territories within it. **That decision is what made a single list, a single funnel and a single content operation possible instead of three of everything.**

ANCHOR	TERRITORY 01	TERRITORY 02	TERRITORY 03
The person	**Wellness**	**Entrepreneurship**	**Youth empowerment**
One brand, one voice, one owned audience. Everything routes back here.	The book series and the practices audience. The emotional entry point.	Professional authority and the business-facing credibility layer.	Mission and long-term legacy. The reason the other two exist.

VOICE, DEFINED ON FOUR AXES

Warmth, authority, authenticity and practical guidance, each documented with enough specificity that somebody other than the client could write in it and be recognised. That documentation is what makes a personal brand delegable.

FUNNEL AND EMAIL

Discovery to community, with the list at the centre

STAGE 01

Discovery

Organic content and the book as the first encounter with the brand.

STAGE 02

Capture

Lead magnets, workbook downloads and launch waitlists. Landing pages specified for each.

STAGE 03

Nurture

Welcome and nurture sequences, segmented by how the subscriber arrived.

STAGE 04

Purchase

Launch campaign sequence, then post-purchase to keep the relationship open.

STAGE 05

Community

Member space with onboarding flows, designed for retention and future scale.

SEGMENTATION

Tagged on entry

Subscriber tagging designed so the vertical someone arrived through determines what they receive next, plus a test-group onboarding and validation process before anything went live.

THE LOOP

Print back into the list

QR pathways designed into the physical books, routing print readers to companion resources and lead magnets. The one channel most book launches leave open, closed deliberately.

PUBLISHING INFRASTRUCTURE

A book launch treated as a marketing system

The series was approached as an acquisition channel with its own funnel rather than as a product to be released and hoped for. **Category selection, discoverability and review velocity were researched and designed before a manuscript was finished.**

01
KDP setup
Amazon publishing infrastructure planned and specified end to end.

02
Category research
Category selection run against bestseller objectives rather than chosen by instinct.

03
Book SEO
Discoverability research feeding title, subtitle, description and keyword decisions.

04
Review system
A review-acquisition process designed to support those same objectives at launch.

PRODUCTION ALONGSIDE THE ARCHITECTURE

Finished assets shipped in parallel: a full panel-discussion edit and a speaker intro cut in Premiere Pro, broadcast stills retouched into brand headshots, and blog header, thumbnail and hero compositions built against the new design system.

STATED ACCURATELY

What shipped, and what was specified

This engagement concluded pre-launch. Being precise about that line is part of the work, so it is drawn here rather than left for a reader to assume.

SHIPPED AS FINISHED WORK

Built and delivered

The website, designed and built. The visual identity and full design system. The panel edit, speaker intro cut, retouched headshots, and the template and hero assets. The Master Brand Identity Framework and voice documentation.

SPECIFIED AND DOCUMENTED

Designed, handed over, not yet live

The KDP publishing setup, the four email sequences, the segmentation and tagging model, the landing-page specifications, and the community space with its onboarding flows.

NO OUTCOME CLAIMED

The site has not launched publicly and the book series has not published. No traffic, subscriber, audience or sales figure is claimed anywhere in this deck, because none exists yet. What is claimed is the architecture, and it stands on its own.